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ABSTRACT

These papers illustrate concrete ways in which historical archaeological resources and projects can become known to wider audiences with appropriate messages of heritage values, resource preservation and study, and excitement of proper discovery. The papers claim that the media, newspapers, and other researchers are the pipeline to citizens and their feelings, opinions, and interests. Papers in this collection include: (1) "Best Foot Forward: Relationships with Public Affairs/Media Professionals" (Roger E. Kelly); (2) "Excavation and the Public Perception: A Sensible Approach to Effective Media Coverage" (David Gerald Orr); (3) "Baltimore's Magnificent Media Machine" (Elizabeth Anderson Comer; Lawrence L. Baker); (4) "Programmed Mass Education through the Media: A Case Study of the Old Spanish Fort on Point Loma" (Ronald V. May); (5) "The Media Blitz and Archaeology: What's In It for You?" (Rob Edwards); (6) "Surviving the Second Battle of the Little Bighorn: Methods of Effectively Dealing with a Media Blitz" (Douglas D. Scott); (7) "Exhibiting Archaeology" (Pauline Darcy-Staski); and (8) "Afterword: Discussant's Viewpoint" (Holly W. Bundock). (EH)

CAPTIVATING THE PUBLIC THROUGH THE MEDIA WHILE DIGGING THE PAST

Compiled by

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Roger E. Kelly

BALTIMORE CENTER FOR URBAN ARCHAEOLOGY

TECHNICAL SERIES Nº 1

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A Compilation of Papers Presented at the 1986 Society for Historical Archaeology Conference in Sacramento, California.

Captivating the Public Through the Media
While Digging the Past

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INTRODUCTION

Before all else, archaeology has been about discovery. It is as quest and search that archaeology first commanded and now continues to fascinate its wide audience.

(Miller and Tilley 1984:1)

Our discipline possesses attractions for a broad spectrum of publics which is expressed in an ever increasing variety of ways. We believe archaeologists can be effective molders of public perception and transmitters of factual content to a degree greater in the future than now, so that national societies and their components may successfully apply the cross - cultural perspectives of archaeology to evidence the past for a present and a future. Archaeology has the attention - focusing 'edge' of discovery not found usually in the sister disciplines of history, fine arts and curation, or architectural history.

These papers illustrate concrete ways in which historical archaeological resources and projects may become known to wider audiences with appropriate messages of heritage values, resource preservation and study and excitement of proper discovery. But archaeologists need tools to another profession to enable the messages to be transmitted, received, and hopefully absorbed. These tools may be as important as field equipment, reports, analytic methods, and theoretical constructs since misuse of any tool can be irreversibly damaging. Mediapersons, journalists, and their technical colleagues are our conduits to citizenry, with all its attendant feelings, opinions, and interests.

Since the impact of video techniques is visual, we may chose to emphasize the fleeting but impressionistic camera to make a story through our video and photojournalistic contacts. We may chose to use the print media in its forms for another type of treatment for a longer lasting message. Or we may chose to only react to others' interests, not picking a proactive strategy. Archaeologists engaged in work of potential public interest and public value should consciously and with forethought use the nascent broad interest in 'discovery', encouraging it thorough good media relations, and be able to guide a public response toward the benefit of the resource, community, and future citizens.

There is no magic answer to consciousness raising, reversing negative opinions, generating positive perspective, or simply answering a general question from an uninformed reporter. But armed with some of the material in this small publication, fewer errors will be made, to the betterment of communications between those doing, telling, and learning the human story through archaeology.

We thank those who participated in 1986 Symposium during the Society for Historical Archaeology Annual Meeting, Sacramento.

addressing media and archaeology and those colleagues who followed up with their experiences with a written paper for this volume. We also gratefully thank Kristen Stevens Peters and other staff members of The Baltimore Center for Urban Archaeology for the editing and production of this compilation. Good luck to all who travel this path themselves!

Roger E. Kelly

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BEST FOOT FORWARD:
RELATIONSHIPS WITH PUBLIC AFFAIRS/MEDIA PROFESSIONALS

Roger E. Kelly
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Introduction

Popular images of journalists as TV characters are almost as stereotypic as images of archaeologists. My favorite TV newscaster is Sesame Street's trenchcoated Kermit D. Frog, who said, "then Little Bo Peep's lamb followed me home", as he exits stage left, - "They'll never believe this back at the office!" Recently, an actor portraying a self-appointed archaeologist-lecturer on Murder She Wrote asks the mystery writer heroine "Please help me write my biography - I have dozens of press clippings!"

I have a feeling that all of us - archaeologists, media persons and interested others--also share stereotypic images of one another. By a newsperson, archaeologists may be viewed as competitive scientific prima donnas whose egos are buoyed by boring reports and scrapbooks of newsclippings. Journalists may be seen by archaeologists as tactless, superficial gadflies of the Fourth Estate, always in a hurry. Of course, none of us fit either category!

My current job is to look at the ways in which media people and archaeologists view each other in specific terms seeing see that perspective to the best advantage of each profession. I will use "archaeologist" to mean primarily those researchers focusing on historic sites resources, on land or underwater, using the methods of modern professional archaeology. I will use 'newspeople' or 'journalist' to mean those professional news and public affairs information transmitters of all media, but not the practitioners of public or community relations. I realize there seem to be as many sub-specialties within public/media relations as exist within American archaeology. The use of these terms may not coincide with some writers' meanings, but my usage is based on appropriate literature. The bottom line here is that good media relations are earned and will not occur automatically.

Two Disciplines with Common Features

After examining considerable literature, talking to practitioners, and from personal experience since 1964, I see some striking similarities between the two disciplines and one dissimilarity that may cause gaps in communication. Both American archaeology and American journalism have grown significantly in the past 20 years, with professional

organizations and societies, published outlets for technical analysis and descriptive information, textbooks and other academic-oriented volumes including biographies of pioneering individuals, and accreditation issues. Both fields recognize the internationalization of communication among peers and transfer of information across national boundaries. Both fields have stated detailed professional standards as well as an accreditation system to which only a minority of practitioners actually belong. Each discipline contains considerable variety of personal competence and interests which drive internal struggles. Legal constraints, automation, and explosive production of information are found in each field.

But perhaps the most important bond between American journalism and American archaeology is that each believes it is fulfilling a significant purpose of telling society about itself -- past, present, future -- and urging society to continue this self-conscious learning process.

The dissimilarity is that the scientific philosophy used in American archaeology is not easy to understand with its working hypothesis, doubting evaluation of evidence until proven, technological dependence for data manipulation, and consideration of alternative explanations -- all of which are not particularly newsworthy. Reporting of scientific news as a sub-specialty is a bridge across this discipline gap, but it seems to require a special kind of journalist.

Toward a Working Relationship

If these similarities are accurate (or mostly so), then it should be no problem to define a working relationship between archaeologists and journalists. Time and experience, however, demonstrate that there are deadfalls and landmines along such flowery path. One problem is the players in the triangular drama: the archaeologist or project team, the news specialist for a sponsoring institution, if any, and the representatives of media outlets as privately owned businesses.

One author recently described public relations systems as 1) internal-undelegated, 2) internal-delegated, 3) external-delegated to a consultant, and 4) combination of these methods (Simon 1976: 75). Self-employed archaeologists may elect to deal directly with journalists, but for employees of larger organizations, an internal delegated journalism specialist is the authorized gatekeeper of information, not lower or middle echelon technical staff. For whatever reason, if the angles are disconnected from the triangle of information flow, no archaeological news reaches a general or specific public that may be keenly interested.

Another deadfall along a rosy path of cooperation is the

archaeologist's reluctance to put archaeological matters in simple language with clearly stated goals, results, and interpretations. Orally or in a prepared fact sheet, this can be presented as succinctly as 'Honest Abe had Fancy Trash,' as a lead for a three-column-inch story about historical archaeology at Lincoln's Springfield, Illinois home. The scientific philosophy and approach of American archaeology can be newsworthy when basic concepts and facts are unadorned with hanging qualifiers, dangling ambiguities, or dripping jargon.

The last pitfall is inhibiting interests of both parties. It is commonplace for terrestrial or underwater archaeologists not to openly discuss site locations and contents, unrecorded shipwrecks, unexcavated portions of sites, and so on. These inhibitions are to be expected from the journalist's viewpoint, but why hedge on project costs, numbers of participants and human interest values?

Organization policy, political considerations and management decisions (or absence of them) are also inhibitors, even though a developing story has value. Many media persons will doggedly pursue a minor story aspect if they feel shut out without clear explanation. Archaeologists may resent the inhibitors of a newsperson's deadlines, space limitations, or time assigned by an editor, but most of all the tendency for media staff to cut out well-turned phrases and classic profiles from mug shots. While not fatal, pride of authorship runs wide and deep in the blood of many archaeologists. Two prominent authors rightly state that inhibitors should be identified as persons or issues and handled appropriately (Cutlip and Center 1978).

One best-selling text on public relations and journalism offers the "7 C's of Communication": credibility, context, content, clarity, continuity and consistency, channels, and capability of the audience (Cutlip and Center 1978). Since archaeologists want to promote favorable opinions about what they do as well as being advocates for the preservation of the nation's past, reliance on newspeople to carry the positive message should be based on positive interprofessional communications. I believe the following five dictates can do this:

1. Credibility and authenticity is developed from a single archeological information source person in a leadership position. Personal feelings about a project from a staff individual can be an embarrassment to the staffer's supervisor and employer. From the media's standpoint, it is standard for attribution of information to be from the highest responsible level.

2. Context and content of archeological information need the leavening of relevance. Not every archeological project or discovery is newsworthy, even to a local weekly reporter. But determination of the news value or story peg is usually reserved for the mediaperson, with some friendly help from the project archeologist. Mundane archeological testing or survey, for example, may be newsworthy if connected to an already known event, or if connected to an already known historical personage, well-known structure or historic event, or if discovery yields some significant artifact assemblage. "Honest Abe's Fancy Trash" is much like a search for John Muir's original carriage house location which I performed prior to structural rehabilitation. It was newsworthy in Martinez, California, hometown for the pioneer conservationist.

   The test of relevance is usually conceived to be the famous, unique, spectacular, ancient, or controversial. But unsung political, ethnic, and other human interests can also be very relevant. The media person and archeologist need to sort out (often quickly) those areas of relevance consciously and discuss how many are possible when generating a story about some archeological event.

3. Precision, accuracy, and clarity of expression are supposed to be hallmarks of scientific archeology and good journalism. These may be mutually achieved by using the following:

   A. Succinct press releases and accompanying fact sheets or perhaps fact sheets alone;
   B. Notes prepared before an interview for radio, video or telephone;
   C. Graphics - handy, usable for print or electronic media, and available.

   A rule of thumb about asking for prepublication galley proofs or tearsheets is 'ask once: if not forthcoming, don't ask again.' A second rule of thumb is 'don't expect 100% accuracy and don't complain about minor errors.' Blatant or unethical distortions should be called to a managing editor's attention, however.

4. Follow-through and being opportune are similar dimensions of the same commodity - time. Archeological news or features may be tied to some larger event such as the well-orchestrated Titanic

story in late 1985 which continued in the media for over a week. This story seems to be an exception because the "shelf life" of most news is only hours long. Archaeologists and journalists can plan to follow a story together but "under delivery" of results will not meet public and media expectations. The right message, composed of the right words and images, delivered at the right time to the right audience should be the common goal. Personal follow-up to journalists is important also. In exchange for unedited footage from their cameras, I have traded slides with a TV crew covering a story. My agency has freely loaned our videotapes of the USS Arizona to Hawaii and mainland stations even though the tapes were not professional broadcast type. And after a particularly well-done piece or event coverage, a letter of thanks to a station manager or editor regarding a staffer's work means a lot and is excellent PR.

5. Finally, that elusive commodity -- TRUST -- can be earned and developed by using the ideas from several well-known volumes of journalism practice (Cutlip and Center 1978, Moore and Canfield 1977, Nolte 1979, Cole 1981, Simon 1976). In fact, one author lists 24 "dos" and "don'ts" which can be summarized in seven simple statements:

   Shoot squarely. Give Service. Expect to be quoted. Don't ask for "kills." Tell the truth always. Don't flood the media. Don't hold useless press conferences.

The key to good media relations between archaeologists and newspeople is attitude among professional peers. As a first step, archaeologists need to increase their sensitivity toward the job of the journalist. Because archeological resources are physical evidence of the differing heritage traditions of a nation's population, the special interests and needs of "minority media" should be clearly understood.

The existence of many Black and Hispanic newspapers, magazines, radio stations and other outlets may be appropriate for news and features about archeological work in sites of these cultural traditions (see Strenski 1976:8). In major cities, Chinese language weeklies or dailies may welcome features about study projects. Sites of specific European or other Asian ethnic origins might be of interest to readers of French, Russian, Japanese, and other language news press. And in 1984, a Native American Press Association was formed from a nation-wide meeting of tribal editors.

In the words of one editor, "If we communicate our points of view, maybe people will understand we aren't trying to take America back!" (Bureau of Indian Affairs News Notes July 1984). Special needs and interests of "minority media" should be clearly identified after some personal visits. (Some media directories contain listings of Black and Hispanic press organizations).

Summary

Years ago, archeologist Robert Ascher described images of archeology as reflected in ten years of Life magazine, finding that news values centered on objects, techniques, superlatives as describers, role of the "expert" on call, and chance discovery (1960).

"If mass communications contribute to the formation of the public images of archaeology, it might be useful to consider more fully the information they dispense", said Ascher. "This is especially true for a science so often dependent upon public cooperation." (1960:403). After 26 years of increased media interest in archeological matters, not to mention continuing stereotypic images in recent films, TV sitcoms, cartoons, and fiction, mutual cooperation and clearer understandings of the human story -- future, present, and past -- are needed between newspersons and archaeologists. First steps are increasing familiarity with journalism's guiding concepts, principles, and techniques by archaeologists and recognizing similarities between professions as common bridges.

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EXCAVATION AND THE PUBLIC PERCEPTION: A SENSIBLE APPROACH TO EFFECTIVE MEDIA COVERAGE

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Historical archaeology is in an identity crisis bound intricately to its own public perception. It is my belief that we as archaeologists and humanists must take greater pains to communicate our needs, our goals and our results to a broader audience. We must provide for a much more effective system of reporting the popular dissemination of our methods as well as our data. In Roman terms, our intellectual frontier must have a self-conscious limes, a boundary construct, which constantly touches and monitors our public. If we fail in this, we may find ourselves increasingly more isolated from a discerning public, which ultimately, through the framework of preservation law and policy, has the power to encourage and foster our research. On the other hand, as humanists, we should be deeply concerned with the education of a large public audience which represents a firm basis for the support of our anthropological goals.

The National Park Service archeology program in the Mid-Atlantic Regional Office in Philadelphia has committed itself in the past six years to such a program. In concert with our more traditional interpretative programs and with the full support of our public relations officer, we have emphasized a much broader pedagogical and communicative approach to archaeological research than was customary heretofore. In 1981, we introduced a student intern program by a co-operative arrangement with a secondary school teacher, Stephen McCarter, at Lower Merion High School. Using students from McCarter's classes in Anthropology, we successfully initiated a summer archaeology program at Gettysburg National Military Park. This produced an ancillary program of public lectures as well as the use of the archaeological interns as site interpreters. Since archaeology is a dynamic process, the interns were able to project this in an exciting dialogue with the park visitor. Moreover, it was this public interaction with the student volunteers which was communicated to the public through newsprint, radio, and television accounts of our excavation. The results of our excavations were discussed by the media in a matrix which emphasized the educational and interpretative aspects of our program. Six years later, (1986) at Valley Forge National Historical Park, the intern program is still meshing the interpretative, educational, and anthropological elements of our excavations in a synthetic fiber which results in excellent news coverage. Additionally, we have expanded the volunteer program at Valley Forge from three to six weeks and have, at the same time, opened it to the interested

public at large. During 1987 the program was expanded to six months and involved over 4500 donated volunteer hours!The media response to this was even more beneficial to the program goals of preservation and public involvement. Over five hundred people applied for the sixty positions available. Since most of the people lived in the vicinity of the park they will in the future form a cadre of involved park constituents. Almost lost in the interpretative and educational success of the enterprise was the solid research results of the excavation and the impressive cost savings to the service of well over forty thousand dollars. Throughout the life of the project, the regional public relations officer and the regional archaeologist issued carefully written news releases (mandatory for such projects) which formed the core of the printed media response. Such volunteer programs will be intensified in the near future. The summer season at Valley Forge in 1987 included a much larger volunteer effort. Yet, these programs work best for us under tight supervision (two professionals to each dozen or so of volunteers). Each volunteer is also required to attend an orientation session on fieldwork as well as agreeing to work at least one full week. Our specific excavation need at Valley Forge is also one which can be performed with a minimum of prior experience. The key is the level of effective and professional supervision. If, to reiterate an old media chestnut, the medium is the message, then our media coverage successfully portrayed our agency's preservation mandates. We have also introduced small scale volunteer programs at other parks and have discovered that there is no substitute for field discipline and control. Using the same format described above we have provided new avenues of communication for our park communities as well as to a more nebulously defined "interested" public.

We will return to the themes outlined above when two different media situations will be summarized briefly at the conclusion of this paper. Before this is done it might be useful at the onset to suggest some steps which archaeological site directors should ponder in order to build a more dynamic public appreciation.

1) A more efficient and planned utilization of Newsletters, cultural society bulletins, flyers, etc. One should even contemplate the development of your own newsletter system. This is an extremely effective method to insure the maintenance of regular contact. The popular journals Archaeology, Smithsonian, and Natural History are also excellent vehicles.

2) A planned utilization of local radio/TV outlets is also rewarding. Short concisely written spots for these media offer an excellent opportunity to convey your message. As an aside, there exists an opportunity to cooperate with your local PBS station in the formulation of locally oriented archaeological programs.

3) Involvement in local educational institutions in an extramural and programmatic manner. Couple this with regular stints at historical society meetings, local cultural society lecture appearances, tours, etc. and you will reap a harvest of fairly good publicity. Out of such exposure, can come the forging of vital links with the concerned public.

4) Small exhibits in strategically located areas. Even in your own office! Joint programs with sister organizations can also be rewarding. Do not denigrate the value of using shop fronts for this effort. Antique Shows, etc., are also excellent. A very fine archaeological exhibit was set up several years ago in the well attended Philadelphia Flower Show. This was seen by tens of thousands of people.

5) The exigent need for broader linkage with related cultural groups is also something to be considered. In Philadelphia we have what is termed the Philadelphia Cultural Consortium which includes all the major institutions. Yet, there is a need for all of the archaeological groups to form a local forum.

6) Training and formal educational programs are also excellent platforms for the communication of archaeological goals and methods. In the National Park Service, our archaeological division has participated in many nationally recruited courses in archaeology, cultural resource management, resource maintenance, and object curation. This training effort has resulted in the establishment of excellent communication and public relations with all sections of the country.

7) The creation of a local community interest. This reinforces our own intern and volunteer program but it can be achieved in a variety of ways. How many archaeologists sit in academic bastions, cultural institutional offices, or even, governmental agencies and ignore their immediate community or, what is worse, treat it with hostility or contempt? Sometimes it is necessary and wise to sally forth from our warm nests and provide engaging and interesting programs for our home environment.

These are only a few of the things which a sensible approach to public relations can create. In summation let us return to the two examples I promised.

Example One, Total Disaster, Fort McHenry, Maryland

Not only were most of the laws concerned with effective public relations broken here but the nature of the park itself contributed a knockout punch. First, we should never talk about anything of which we are not sure. Archaeological conjecture in the media is an invitation to bad professional credibility. Don't bring in the press, or talk to the press, until you are comfortable with your inferences and findings. Embarrassing mis-

identifications are the inevitable result. The archaeological feature we were discussing was complex and enigmatic. We badly stumbled in this area. Secondly, we brashly reported to our media informants that the small fortification we discovered was erected because the soldiers involved in the defense of Baltimore during the bombardment of the fort were AFRAID. During a forty-five minute interview with the Baltimore Sun reporter, fear may have been mentioned only once and in passing. Fort McHenry is, however, a National Icon which can admit no such conclusions. The article on our excavation in the Sally Port of the fortification appeared with its attendant misinformation about our feature. Yet, it was the concept of attributing fear to the gallant defenders of Fort McHenry which created the biggest headaches. Hate mail began to flow in. The Chief Historian of the Park Service wrote me a letter about mail he was getting. Apologies flowed from our office like spring freshets. The coup-de-grace was an Op-Ed page editorial in the Sun which reminded the unfortunate excavator of the true heroism of the defenders. All would have been avoided by a news release. Or would it? Hasten slowly when dealing with icons.

Example Two

At City Point, Virginia, unit of Petersburg National Battlefield the converse occurred. Here we had a carefully orchestrated series of news releases covering our volunteer program as well as our excavation of the headquarters cabin of General Ulysses S. Grant (1982 Season) and an early eighteenth century domestic site (1983 Season). Media coverage augmented the press coverage in a timely fashion. The press was invited after archaeological features were fairly well identified. Our volunteers were well trained in site interpretation. Although visitation was much less than at Valley Forge during the seasons of 1985, 1986, and 1987, our overall publicity program went very well indeed. The preparation of a temporary archaeological exhibit helped engage the interests of the public who attended the formal dedication of the park. Artifacts were kept available for the inspection of the public. Television coverage was extensive and included local as well as Richmond, Virginia stations. Press releases covering the conclusion of the season's excavations helped in the continuity of the public relations program. Local cultural institutions included the archaeologists in their formal programs and events.

These two examples cited above may not contain anything which is dramatically novel. Yet, few archaeologists have bothered to include the public in the formulation of their projects. We must avail ourselves of the opportunity. If we do not, we will assuredly suffer, frozen in our own tracks by public scorn and indifference.

BALTIMORE'S MAGNIFICENT MEDIA MACHINE

Elizabeth Anderson Comer
and
Lawrence L. Baker
The Baltimore Center For Urban Archaeology

Let me introduce you to Jennifer Lavris - Jenny. She looks like your regular run-of-the-mill thirteen year old. But she's more than that. She has that special gift all good archaeologists have -- that sixth sense about what's hidden in the ground. Jenny has wanted to be an archaeologist since she was four years old and now her dreams are being realized.

Opportunities to do archaeological excavations are usually not in abundance in your ordinary city, so you can imagine Jenny's delight this past summer when she read an article about archaeology being done at Mount Clare mansion in Baltimore. Almost simultaneously, her mother saw a report on TV news talking about the dig at Mount Clare. That was all Jenny needed to hear...and it's been a love affair ever since.

Jenny has spent -- without exaggeration -- all of her free time digging with us and working in the laboratory when the weather is bad. As a result, she was featured in her hometown paper.

Now let me introduce you to Marty Zemel -- star archaeologist. Marty also found us through the media, a year ago when we were digging Baltimore's 18th century wharf area, Cheapside. He got so interested in the project that he would use vacation days and sick days from work just to be able to dig with us. As a matter of fact, on several occasions, when the TV cameras were whirring, he hid under his helmet because his boss thought he was at home sick in bed. He too has had a continuing love affair with Baltimore's archaeology.

I could continue discussing our volunteers until you cried uncle, but, suffice to say, these two represent thousands of our volunteers who have come to know archaeology, to learn how to do it, to learn why we do it, and -- most of all -- to appreciate. This appreciation applies not only to our volunteers but to the tens of thousands we have reached through the media - not only in Baltimore City but nationwide and even worldwide.

We have learned some lessons along the way. One major lesson is that we can do archaeology, sustain intensive media coverage, and still maintain the integrity of the archaeological excavation. We particularly emphasize this point because it can

be done. Another lesson evolved; and that was the reality of funding shortages for excavations. The media coverage brought relief in the form of volunteers, cash, in-kind donations and public support for permanent city positions, permanent city funding, and a museum focusing directly on urban archaeology.

Before we appeared on the scene, developers were scooping out the ground without a second thought as to what lay beneath their gradealls. Now they call us. Not just the city agencies and Section 106 projects, but developers such as the Rouse Company interested in the public relation benefits.

What we want to accomplish here introduce our methodology which is applicable to digs in rural, urban, contract and research archaeology. The results are good for archaeology and archaeologists. It was a thrill to be on the front page of the Wall Street Journal.

The City of Baltimore did not intend to hire an archaeologist and fund an excavation for research purposes, that I can assure you. The mayor and his physical development coordinator were interested in focusing the media, and thus the public's attention on a long neglected section of the city. You may ask why they chose archaeology as the means to this end. (I asked that very question myself when I was interviewed!) It seems that they had heard about a dig in nearby Annapolis where some two thousand people had visited an archaeological site. So armed with a mandate to open an excavation site to the public and draw as many visitors as possible to the historic Jonestown area of Baltimore City, I began the Baltimore Center for Urban Archaeology's media marriage in April of 1983.

My previous archaeology jobs had taken me in exactly the opposite direction with regards to the media and the public. In contract archaeology, we steered away from any media contact automatically. The reasons were simple enough -- time, money, and the client's wishes. On the rare occasion when the media came to the archaeologists, the result was confusion, fear, and downright distrust and hostility. Now my mandate was to turn the tables and to court the media. It wasn't all that easy to do. First, I had no previous experience in media wooing, and secondly, there were "more important" things to do, such as planning the excavation itself. However, we learned fast.

Since this excavation was to be Baltimore's first, it seemed appropriate to have an opening complete with the mayor, speeches, kids, balloons and the media. This turned out to be the perfect way to capture the press and get the word out. A press release went out and the lessons began immediately. One particularly nice reporter called and said he couldn't make it to the opening and could he have an interview, etc., beforehand. Being sympathetic and naive, I agreed. To my horror he did an

exclusive the day before the opening, complete with pictures. Several, but not all, competing papers simply didn't cover the opening because of this. The ones who did come made the inevitable mistakes. Wrong dates, misquotes, and misinterpretations. One TV station even managed to find an old man to say there was absolutely nothing there and that we wouldn't find a thing! In retrospect, these errors were bound to occur since there was no prepared press kit, and I had no experience steering the media in a desired direction or away from a particular person or opinion.

The media interest cooled immediately after the opening so then I had to say to myself, "What are we going to do for encores"? Remember now, the mayor was more interested in media coverage than in archaeology at this point. Parenthetically, that attitude ultimately changed with his education.

I reviewed the opening day articles and coverage and noted the names of the individual reporters. I began calling them when a new find was made. They responded very well and almost always paid a second and sometimes third visit to the site for the updates. I learned to space the calls and not call every week. Too much archaeology doesn't sell newspapers. A monthly follow-up article, TV or radio spot proved to be the appropriate spacing.

Once an article, TV or radio spot appeared, it generated a landslide of other inquiries. The press coverage really began generating itself. This of course was good but required a great deal of my time as the director to oversee what was being said and written about the project. I felt that it was absolutely necessary to orchestrate all the press myself so that no misinformation or lack of continuity occurred. It really became constant vigilance and was very time consuming. The positive side of that is, however, that no blatant error occurred. Obviously, as we learned later, a much easier way to do this would be to have a prepared, written press kit or statement. It assures the same high quality in a fraction of the time.

During that first excavation, I found that in order to generate accurate and positive press, archaeologists really had to do their homework. A good example is taking an artifact and constructing a people story around it. We had to do our research first to be able to do this effectively. Often archaeologists wait to do these interpretations until the excavation is complete, the artifacts all processed, and the project is in the writing phase. But the press asks the questions now and demands answers effectively, easily and convincingly.

During this time, I stumbled upon a great way to maintain media interest. I scheduled a daily radio update of what we found called the "Dig Update." In just about two minutes, I

would tell how many artifacts we had recovered, give a shard count and then take a particularly interesting artifact and describe it in detail. I explained any technical archaeological terms such as "stratigraphy". (It also gave us a chance to announce the dig hours and encourage visitors and volunteers). The listeners really enjoyed the update and called in with questions. In retrospect, the media coverage during this first excavation was a shoe-in. The idea of an archaeological excavation in Baltimore was new and exciting and the media responded.

Between the end of this first excavation and Cheapside Dock, a year elapsed. By comparison, we got very little press for one reason and one reason only. I could no longer devote the amount of time it took to deal with the media because of our greatly expanded program. But the public expected our coverage to continue. What to do? The Cheapside project was imminent and I knew it had the potential to be in the World Series of public archaeology.

I realized that I had to hire a Public Relations person and I wanted special skills. A writer and an editor. Someone with a background in history and someone who was friendly and could deal effectively with the media, the volunteers, and the reluctant archaeologists. Lawrence Baker had been with me as a volunteer from the moment I came to town and she had these qualifications.

The first thing Lawrence did was to call a meeting of my staff to plan the strategy. She explained that strategy planning is essential. This process took the form of questions. Let me outline them here:

1) Where are we digging?
2) Why are we digging?
3) What do we hope to find?
4) Who is paying for it and how much?
   . . . and the big question. . .
5) What are the chances of negative press? In other words, are the archaeologists unwittingly setting themselves up for criticism?

In the case of Cheapside Dock, we recognized three negative factors immediately: 1) We were tearing up the best downtown parking lot for popular Harborplace. 2) It would be presumed that we were holding up construction of a multi-million dollar project. And, 3) if we found really significant remains, the preservationists would probably turn into snapping alligators. Recognizing these negatives not only helped us verbally rebut piercing media questions--and they did hone in on those points--but we were able to divert their attention to the positive aspects of the dig.

After strategy planning, our next step was assembling

written materials. We wrote and edited the placards which were always put up for the public at our digs. Lawrence badgered us to get the historical research into some semblance of order so she could abstract the salient points and translate archaeological prose into everyday English. She also selected maps and other illustrative graphic materials, including drawings -- not too many, just enough to visually orient the layman -- and had all of the above assembled into a press kit.

The site was inspected with an eye to visitor traffic and huge signs were put up. The site was cordoned off with bright tape, and the archaeologists were instructed on how to give tours to visitors. By sealing off the dig areas, we kept John Q. Public at a comfortable distance, that's true. But, it gave us the opportunity to take the media behind the tape and let them climb around the site with their cameras. This made them feel special, like they were getting the real dirt! Lawrence, with media in tow, would stop an archaeologist in his work, ask him to tell the reporter what he was doing and why and how he felt about it.

To sum up this part of the planning, do these things. Prepare a written text and visual materials. Give the press good copy - written and verbal. Stage good picture opportunities even if you have to stop the digging. Get your excavators to speak with utter candor and honesty. Hold the press' hand and make it very easy for them. It will keep them coming back. It will also give you a measure of control of what is said and written!

After the Cheapside dig opened and the media splashed us across the nation, we were then faced with how to keep interest high and maintain coverage. This was done in several ways. Before each media person left the site, future coverage was discussed. "What sorts of things are you interested in? Would you like to be called when we've found this sort of thing or arrive at a new conclusion?" The point to be made here is that we went out of our way to establish credibility and to give the impression that our primary concern was to give the reporter the best story and the most interesting angle in the most timely fashion. We even promised an exclusive here and there, but that tactic was used judiciously and was very delicately handled so as not to alienate the others.

Coming up with fresh angles during our 33 days of digging was the hardest part of all. We interviewed the archaeologists four to five times a day, seven days a week. The diggers were pestered to pay attention to what they found. To mark the bags with big red X's so she could find them again for "show and tell" and not destroy the provenience. To make them tell her why something was significant in the broader scheme of things. What did that 18th century coconut tell us about Baltimore's people? Why was a Carlos III coin important to the overall context? Or a

cherry seed or peach pit or ship calipers? The excavators quickly got the hang of it. When Lawrence arrived on the site, they would immediately call her over to inspect the latest find.

It didn't take long for a bustling 18th century wharf with goods from the boats, children playing at marbles, seamen swilling wine, shoemakers and sailmakers plying their trade to take shape in the mind's eye and be translated to the media. See that hammer? Probably a weary dockworker left it behind at the end of the day and forgot where he put it. Human form attached itself to inanimate object and became news!

Planning for closing Cheapside's dig started several weeks ahead of time. The time for the press conference was set at 11 A.M. so as to go live on noon TV. Press releases were prepared and we put in an extra treat: namely, promising heretofore unshared material. An agenda for the press conference was prepared. Speakers were chosen and instructed in how long to speak (briefly, please) and, generally, what to say. Refreshments were ordered, the staff was prepped on what to wear (red for me because it would look good on camera) and what to say. The press release was timed to arrive about a day or two ahead of time and the media were personally called as well to assure attendance.

Result? The excavation was inundated with the media. Before they left that day, they were briefed on the next excavation at Mount Clare. Many of them put us in their tickler file and called us in the spring.

All of the methods we have just discussed were used to plan for Mount Clare's dig. However, the problem we've run into is what we call "shelf life" coupled with a rather esoteric excavation, an orchard. You've seen one tree stain, you've seen them all!

Another crossroads. What to do? We concentrated on interesting perspectives to get our message to the people. We emphasized the importance of the Mount Clare site from an historical point of view. Why was it special? Why did it merit attention?

We contacted all the major corporations in the area and got articles in their employee magazines and newsletters. We talked to our volunteers who came from neighboring cities and counties, securing their permission to contact their local paper for a feature story. (Remember Jenny -- the thirteen year old who started out this paper?) All the airlines serving Baltimore were contacted to get us into their in-flight magazines. Did you see us in USAir's September 1985 issue or Delta's March 1987 issue.

We wrote a brochure and had it designed for free and printed

at cost. The brochure has been sent to the media, to tourist spots, libraries, and dropped off at key points all over town. The point to be made here is that your sources of coverage are not just radio, TV, and newspapers. Wherever people are a captive audience, you have a target market.

As Mount Clare's orchard excavation gave way to digging the forecourt and bowling green areas around the mansion, new grist for the media mill was uncovered. The media knows they can count on us to give them good, credible, readable, understandable and concise material. We have taught them that archaeology is an ongoing process, not a stagnant event. And, they get praise and appreciation from us after the merest of mention. A quick telephone call does wonders.

We've gotten a lot of positive media coverage. It's brought us over a thousand volunteers, like Jenny and Marty, whose hours of assistance translate into many thousands of dollars. We couldn't have accomplished as much without them. It's brought us private money for archaeology, too. And we are committed to maintaining the appellation given us by the Mayor's Physical Development Coordinator: Baltimore's Magnificent Media Machine.

PROGRAMMED MASS EDUCATION THROUGH THE MEDIA: A CASE STUDY OF THE OLD SPANISH FORT ON POINT LOMA

Ronald V. May
Fort Guijarros Museum Foundation

"A lost Spanish fort in our own backyard!" Feature writer Cliff Smith could hardly believe his luck to receive exclusive interview rights in advance of a major research project right in the middle of the urban community of San Diego, California. Promoted as a positive project of major public appeal and carefully presented to the media, the 1981 discovery of the ruins of an 18th century Spanish fort buried by the U.S. Army on a modern U.S. Navy Submarine Base proved to be one of the more valuable public education programs to reach the city of one million population in recent years.

The conception for the program actually had its roots in the coalition of an exceptional group of people brought together on the U.S. Navy Submarine Support Facility in 1979. Commanding Officer Cdr. John C. Hinkle had been impressed with the archaeological studies by California Parks & Recreation in Old Town San Diego and the enthusiasm several historical groups had displayed in re-enacting the March 22, 1803 Battle of San Diego Bay on Ballast Point in 1978. The Commander decided that a bronze monument ought to be erected on the site of the historic Spanish fort, and that the people of San Diego ought to be more aware of their Spanish heritage.

Eight non-profit and civic groups were invited to his office in 1979 to meet monthly and report the results of historical research into the nature of the old Spanish fort. Officers were delegated from the E Clampus Vitus (history fraternity), Cabrillo Historical Association, Peninsula Chamber of Commerce, Casa de Espana, San Diego Cannoneers, Center for Regional History, U.S. Naval Public Affairs, and the San Diego County Archaeological Society. Later, marine archaeologist Roy Pettus was drafted to advise the group on the potential for finding Spanish artifacts off shore around the narrow sand pit called Ballast Point.

The research revealed that prehistoric sites on Point Loma date back 7000 years and that shell middens were recorded near the barracks of the 1898 to 1957 buildings of U.S. Army Coast Artillery "Fort Rosecrans". All this historical use of the Point Loma area followed the Spanis' when they and the Mexican army departed Ballast Point in 1835. Moreover, Mexican fishermen and Yankee whalers lived in the area from the 1860's until the U.S. Army Corpos of Engineers removed them in 1873 and again in 1886. A U.S. Coast Survey map of 1851 revealed the outline of a "J" shaped structure, which corresponded to a 1836 contour map with

the notation "Ruins of Spanish Barracks" on a mound on the beach. The shape changed dramatically during the time whalers built the Packard Company and Johnson Company whaling stations on Ballast Point.

The adobe and bobble coastal fortification has been shrouded in archival mystery since the United States invaded Mexican California in 1846 and commandeered its cannons for the siege of San Diego. The tragic loss of San Diego's Spanish records in that period can be partially accounted for as cannon wadding, surgical hand towels, and kindling in the Mormon Battalion's stoves. Some records were shuffled back and forth between Monterey and Los Angles, others lost in shipment to Washington for Congressional hearings on the war with Mexico. The plans for "Fort Guijarros" have never been discovered.

Known locally as Fort Guijarros or the cobblestone fort, it gained prominence when the cannons fired in anger against the American smuggling brig Lelia Byrd the morning of March 22, 1803. Conflicting reports on the fight were subsequently written by both the officers of the brig and of the fort. The Commandant even wrote a different report from that produced by the Corporal who commanded the battery on the day of the event. Though no one was hurt and the brig escaped with minimal damage, the political implications of the battle were felt throughout Spanish California at that time and the legend persists as a romantic event in the history of San Diego.

In 1934, Colonel Douglas MacArthur personally authorized the State of California to declare the "site" of Fort Guijarros California Landmark #69. The actual location of the walls had long since been obliterated by U.S. Army constructions of immense underground artillery emplacements and landfilling. Aside from the occasional Spanish tile found in a dirt road, no one had known the location of the Spanish fort since the 19th century. For all intents and purposes, it was "lost".

The group which continued to meet at Commander Hinkle's office became so inspired by the revelations of documents from the archives of Spain, Mexico, and the United States that interest in finding the remains of the fort sparked the need for an Antiquities Permit, funding of an archaeology project, and public support. The logistical and public relations problems of instituting an archaeology program on a high security military installation are not for the average archaeologist. Yet with all the talent arrayed in Commander Hinkle's office, a plan was advanced to win over popular public support and, in so doing, educate the public on a mass scale.

In the spring of 1981, the group drafted an application for an Antiquities Permit, consulted with U.S. Naval officials and public information officers, and devised a program of media

participation. Using the research design and historical background report, an extensive advance story complete with photographs, sketches, and samples of Spanish tiles found in the dirt roads was pieced together. Given known support for historic stories in the past, Feature Writer, Cliff Smith was selected and contacted.

Smith was sold on the concept of a "good story" by listing out several "pegs" from which he could appeal to the readership. First, there was the mystery of the lost fort and the tantalizing evidence of the archives maps and Spanish tiles. Second, there was the romance angle of the Spanish soldiers and cannons which could appeal to the child in everyone. Third, there was the unique event (on March 22, 1803) of the only ship to shore battle between Spain and America in California. Fourth, there was the sophisticated detective work of privately funded archaeology outside the elite walls of academia to piece together the evidence of the lost fort. Finally, there was the angle of civic support which was promoted by donations from local businesses, universities and colleges, and environmental consulting firms which all pulled together to make the event happen.

The plan was to excite the public like a cliff-hanger mystery series. While everyone was inspired by the need to record each piece of the puzzle, the message of scientific mapping and the ethics of careful work was subtly conveyed. When Smith published "Archaeologists Search for Ruins of 1797 Spanish Fort on Point Loma" in the Sunday edition of the San Diego Union on May 31, 1981, the City came alive with speculation. Radio and television media interviewed officers of the "Fort Guijarros Museum Foundation", which had been incorporated during the research phase. Within twenty minutes of the first trowel of earth, Spanish tiles were exposed along with a Yankee whaler's shell midden and U.S. Army Artillery buttons and the media were given immediate news releases. Careful crafting of news releases in advance of the first day of the fieldwork prepared the U.S. Navy for public notification in the event of discovery. Throughout the Summer of 1981, the science of archaeology and the history of Spanish California were high on the list of topics of discussions all around San Diego.

San Diego was faced with an outpouring of public interest in archaeology, and the membership of the San Diego County Archaeological Society began to swell to the point of exceeding the size of the State professional society. Archaeology became exciting, educational, and something for everyone. Television news media depicted bankers, insurance agents, teachers, and dock workers shaking screens right alongside graduate students and career archaeologists.

Archaeology became a household word at a very critical time in California. The State Legislature was seriously considering

A.B. 952 which would have eliminated archaeology from environmental reports. Feuding contract archaeologists, cheap land developers, and hostile City Councils had given archaeology a bad name. The media focus upon Fort Guijarros did much to turn the trend. Copies of news stories were carried by archaeology lobbyists through committee hearings and undoubtedly helped in reducing the problem to a tolerable level.

Smith published a series of stories on Fort Guijarros as spin-offs from the first lead. The story escalated with "Ruins, Possibly of Spanish Fort, Found at Ballast Point" (San Diego Union, June 11, 1981) and led to "Fort Emerging From Point Loma Dig" (San Diego Union, July 26, 1981). These stories stimulated Cable TV to conduct a twenty minute feature story on the project, emphasizing the role of retired volunteers in historic archaeological research. In 1982, the Cabrillo Historical Association published the booklet Fort Guijarros as a part of its Cabrillo Historic Festival and three articles were presented by researchers from the Foundation.

Since 1981, the end of the dig season has traditionally culminated with a Spanish Fiesta held in one of the old U.S. Army Fort Rosecrans buildings. Tours of the excavations, exhibitions of artifacts and the story of Fort Guijarros are featured. Media advances of this event make note in the society pages and participants dine on paelia, while being entertained by Flamenco dancers and guitarists from Casa de Espanza. Awards are given to the field crew and speeches have been delivered by the Consul-general of Spain. The donations of $20 for each person in attendance has financed the excavations, research, and exhibitions.

Since 1982, the Foundation has developed a series of major public exhibits. The Del Mar Exposition inaugurated a blue ribbon award winning display of archival documents and artifacts which told the exciting story of the search. That exhibit went on to the City Library, City Administration Building, and County Operations Center before being retired. Exhibits in glass cases have been displayed continuously in the Great American Savings Building, Bank of America, Point Loma High School, and Malcolm J. Love Library of San Diego Stage University. In advance of each exhibit, news media cooperation has been worked into the openings.

The value of media cooperation with archaeological research can not be expressed in so brief a presentation. However, it has well-served the Founders of the Fort Guijarros Museum Foundation whom sought to educate a large segment of the citizenship of San Diego. It is a difficult task to sell the painstaking archaeological approach to recovering exciting things. However, with quality expertise, and an interested and sophisticated newswriter, the message can be sent out to the public in a

systematic manner. Careful use of the right "pegs" for the writer to hang his story will enable educational messages to be properly presented and accepted by the readership. Conversion from a treasure hunter mentality to detectives of history is a goal worth pursuing.

The success of the Foundation can be measured by the image which archaeology enjoys today. Participants in the project have gone for degrees in anthropology, obtained jobs in the field of archaeology, completed graduate theses and published articles on the project. All the member organizations have intermingled in their perspectives of why Fort Guijarros is so valuable. To date, the staunchest supporters of the Fort Guijarros Project remain non-academic private citizens from civic organizations who perceive the history of Spain and its resources a part of our exciting and active daily lives.

THE MEDIA BLITZ AND ARCHAEOLOGY: WHAT'S IN IT FOR YOU?

Rob Edwards
and
Arlyn Osborne-Golder
Cabrillo College Archaeological Program

Is this scene familiar to you? The exhausted archaeologist comes back to the office after a long day in the field only to find a phone message from a colleague or avocational group that the city public works department has ignored their own cultural resources protection ordinance and has bulldozed a known burial site or historical landmark. Or perhaps the message says that unless someone is present with testimony in the state capital the next day, there is a good chance that a bill whose purpose is to release funds for cultural resource protection will be gutted. Instead of taking off boots and leaning back for a well deserved rest, the archaeologist will be on the phone for several hours to government officials or sorting through papers that will have the most impact in testimony in some subcommittee hearing. Is this archaeology?

Much as we wish things were different, archaeology and preservation of prehistoric and historic cultural resources depend these days almost totally on state and federal funding and regulations. As a result, archaeologists have found themselves forming professional organizations over the past few years in order to lobby for protection of cultural resources and the continuation of these funds. In addition, those same archaeologists who have spent hours, days, and weeks of their time each year working to politically preserve funding and enforce cultural resource management acts can attest to the fact that their work has much more political clout when the public is engaged in the struggle. Political pressure from the general public effects changes in government policies and decisions faster than overworked archaeologists do. The key to public involvement is public education.

So how can archaeologists educate the public to the benefits they receive from the current level of funds expended? The public needs to know what those benefits are not only from long term academic programs, but also from required cultural management work carried out daily. Scientific papers promptly published are a good start, but the audience is limited to scientific peers. Public lectures are excellent, but the numbers of the public reached are usually very small. Unless we can reach a much larger group of interested and active citizens, we are unable to generate needed support. Timing is often a critical factor. By far, the fastest and most effective method of educating the public is through the media, and especially

through newsletters, newspapers, radio, and television. Does this mean that we as archaeologists must now also be media specialists? Not quite. But, knowledge of the media available to you, its range of effectiveness, and some footwork done in advance may fundamentally save your job as well as the resource.

Below, we offer a methodology for cataloging and using the media as a resource, as well as an example of how this methodology served us in a local archaeological crisis. We've concentrated on newsletters, newspapers, radio, and television. The more experienced we all become in using the media, the more routine and less time consuming it will be for us, and the better public educators we will become.

NEWSLETTERS

It is very important to get the word to those persons who have already indicated active interest through their participation in organized groups with active newsletters, particularly avocational archaeological societies. Here are the supporters who volunteer in archaeology, who attend public meetings, and who are potentially the most likely to express their concerns about archaeology to others, particularly politicians. It is in these newsletters where a summary of what was found and is significant about the resources will be closely read. By contacting these societies, you establish a relationship with advocates that will be rewarding in several areas: political, educational, financial, local resource data base.

In Santa Cruz County, we have had an active archaeological society and newsletter for 14 years. We can testify to the gradual improvement in how public officials and agencies perceive their responsibility toward cultural resources in this locale. A large part of this improvement, we feel, is due to the interactions of educated and organized archaeological society members with local politicians. In 1981 the Santa Cruz City Council adopted a model prehistoric resource ordinance to go with their historic policy. They had refused to consider such an ordinance 6 years earlier.

Axioms about newsletters:

The first step is to make a list of avocational societies, museum associations and student groups. Call these groups and find out who runs their newsletters and how and when they would like information submitted. In some states you can also contact the Native American Heritage Commission for a list of active Native American groups. Submit a short summary of your finds (2-

3 pages is plenty) and include maps, drawings, and photographs (if the newsletter can publish them), as well as why these resources or this work was important. Make sure you include your name and how you can be reached in case follow-up information; is needed.

NEWSPAPERS

The daily and weekly newspapers in your area are an excellent media for getting information to a large number of local people in a timely manner. The first step in utilizing this resource is the use of the local telephone books to generate a list of newspapers in the surrounding area. Next, call the papers and get the name of a specific contact. Ask for the person who handles "local" history. In larger papers, this person is often the science or feature editor, but smaller papers will also have someone who covers this kind of news. Find out in advance the lead time for submitting press releases and articles. If you are associated with an academic institution, utilize your Public Information Officer in developing your list and making contacts. After generating your list of newspapers with their addresses, phone numbers and contact names, prepare a one or two page format for press releases and keep it on file. When you are ready to contact the newspapers with information, this will save you a lot of time and will ensure that you release complete information. In your news releases, start off with the local relevance of the find, then discuss where it was found, by whom, why, and when. Keep your information to 1 or 2 pages and try not to use jargon terms or concepts. Try to consider how your project relates to the public.

Include pictures even if they aren't printed, they may interest or excite the person making the decision whether or not to print. A specific person needs to be listed as the contact person with phone numbers and hours available as someone who can answer a reporter's follow up questions.

In some archaeological work, nothing is found. Obviously, this limits the interest for a news release, but sometimes the possibility of cultural resources has been made a special issue, in this case, a brief discussion of the significance of finding nothing should be submitted for publication. You will be surprised at how receptive local print media will be.

Here are a few axioms about using newspapers:

Newspapers need filler material to break up advertising copy. Archaeological news can be interesting and desirable, especially when it is information that does not have to be printed by a certain time.

The smaller the papers, the easier it is to get news of local relevance into the paper. Pictures are also welcomed. Call before you leave the field to find out whether the paper wants to take them or whether you should provide clear-contrast black and white enlargements.

The percentage of articles you submit to newspapers that will be printed is high, especially if the articles are short and clear and simply written (1-1/2 to 2 pages maximum). Longer articles can be printed for Sunday editions or through a "local news" editor. You might even try an archaeological series with yourself as editor using past features from a number of archaeologists.

Make sure your list of newspapers includes information on the national wire services in the larger cities that are closest to you. Information picked up by the Associated Press (AP) and the United Press International (UPI) will be distributed to a large number of newspapers. These wire services will be interested in work that is of national or critical interest such as extremely old sites or unusual finds.

RADIO

In recent years radio has developed a series of stations that are news oriented with a variety of interview and talk shows ("news magazines"). They also have a lot of time to fill around commercials. Again, generate a list before crisis. Talk show hosts like to have local guests volunteer.

Axioms for using the radio:

Radio newsreporters prefer timely news. It does not have to be "same day" news, but it should be recent and relevant to the listener area covered by the station. It's worth while contacting them before the event when you can.

Many times your only contact with the radio newsperson is over the phone, and your ten minute phone interview is likely to be edited to a one or two minute segment, so prepare a short one or two page written press release to keep in front of you. In this way, you can insure that facts are as complete as possible.

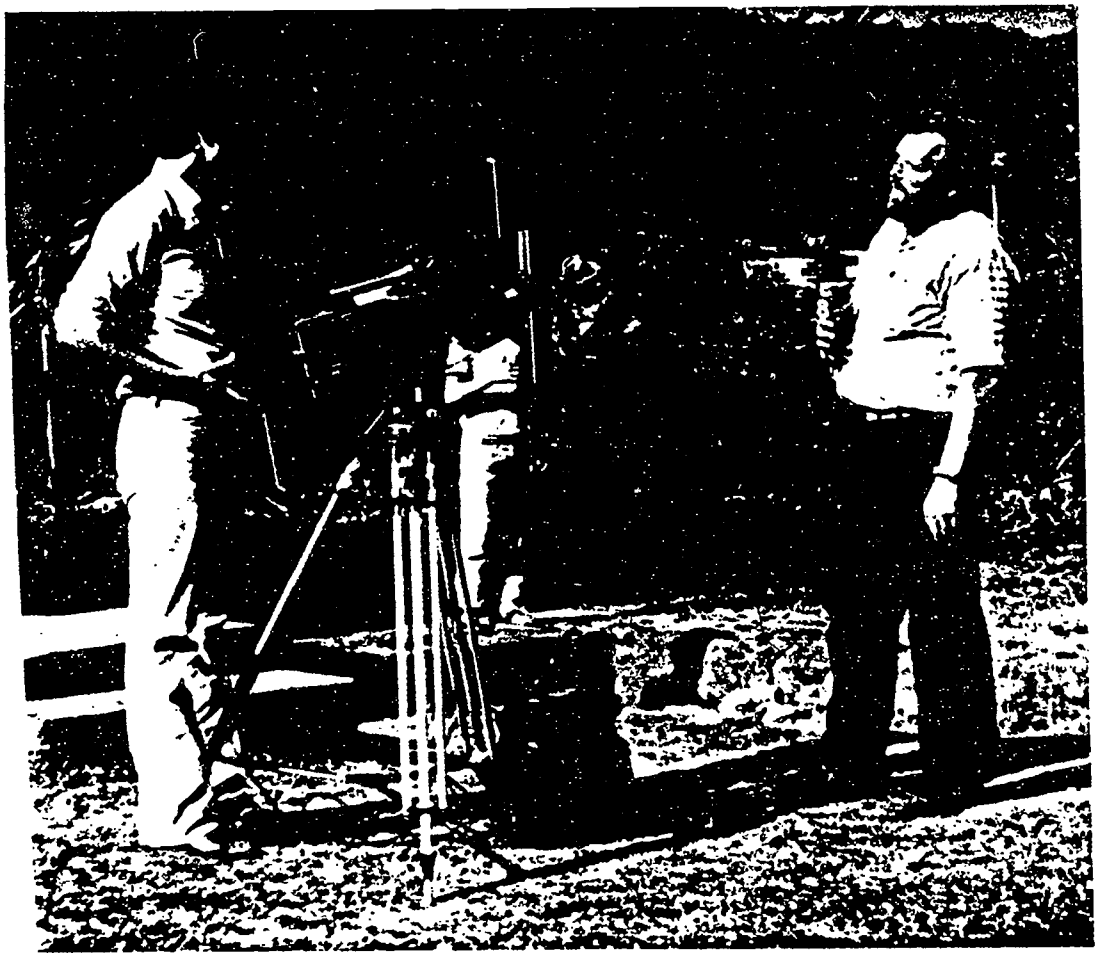

Figure 1: Rob Edwards being interviewed by Channel 8 News, Salinas at the "Lost Adobe" in 1982.

Because your remarks will be edited down to a small segment, pay attention to what you say and who you say it about. Think out the significance of your work for the public and reduce complex data to an understandable level. Above all, be enthusiastic. If an listener doesn't understand the data, the fact that you think it's great will be important.

TELEVISION

Television reporters love archaeology in progress because it is so graphic. It has to be timely however, so plan on an open excavation or a visitor's day after a major find or near the end of the field school or project.

Axioms for television:

In addition to the press release, make efforts to prepare the site for easy visual understanding. With historic archaeology, for instance, it helps to mark out structural foundations with plastic survey tape for easy visibility as well as having an historic map or structural drawings available along with graphically attractive artifacts.

If there is a local tie, use it. In 1983, Cabrillo College's Field School was working on a Santa Cruz mission site, and had a student who was a descendent from the local Native American group. All reporters spent time with him and our coverage was extended and enriched by this focus.

Come up with catchy phrases and feed them to the media. In this way, you will focus interest and connect it with something easily remembered by the public. In 1981, Cabrillo College discovered and began excavating the foundations of an adobe building associated with the Santa Cruz Mission, but for which no references or maps have ever been found in the historical record. To the public it became known as the "Lost Adobe." 1981 was the time when Spielberg's fantasy of archaeology became popular, so our classes became "Raiders of the Lost Adobe." This phrase was soon seen not only in newspapers, but was noted on television stations, T-shirts, and bumper stickers all over town.

Another way to attract great television and other media coverage is to bury a time capsule when you are backfilling your units at the end of a long term excavation project. By asking local newspapers, politicians, and school children to donate "artifacts" to be included and to participate in its ceremonial interment, you will involve a broad spectrum of the community in your work and will have very good local TV coverage.

AN EXAMPLE OF OUR EXPERIENCE IN USING MEDIA

From 1981 through 1983, we found ourselves catapulted into a situation that required a tremendous amount of involvement with the media. In the City of Scotts Valley in California, city representatives badly damaged a large archaeological site from which a C14 sample had indicated a possible age of almost 11,000 years BP. Subsequently, because the City refused requests for mitigation, the Santa Cruz Archaeological Society and the Society for California Archaeology sued the city, and an out of court settlement resulted in approximately $12,000 for mitigation costs. After much discussion between the archaeological community, professionals and avocates, it was decided to mitigate the damage by excavation of as large a sample as possible from the area that had been damaged by the city. Through a large public education campaign, we were able to supplement the money from the settlement with cash donations of several thousand dollars and with over $20,000 worth of volunteered expertise in the project planning. On the three-day Memorial day weekend in 1983, over 200 people volunteered to excavate and screen more than 200 cubic meters of material. In total, well over $100,000 in contributed labor, equipment and expertise were used in the weekend's excavation and the subsequent analysis of the large volume of data, including geological sampling, additional C14 samples and artifactual data that supported an age of one component of the site of over 6-7,000 years with a possible earlier level.

Here is how we accomplished a very successful public education program.

An initial contact list was developed from our media files, the Public Information Officer at Cabrillo College, and with assistance of a staff reporter from the San Francisco Examiner. It was essential that one person be the press contact to coordinate interviews and provide continuity of information. An extensive background packet including a number of reports which covered the original damage and the event that followed was prepared. This was designed initially for the press but proved most helpful to a number of project support staff by providing them with background information for their contact with the general public. The appropriate people at the various media offices were called and alerted to the "dig" the week prior to the excavation, because on a holiday weekend, the media tend to be short staffed. In addition, a meeting was planned ahead of time between the media and the critical people involved. We asked that the story be held or used as background, but not to be made public until the Monday night/Tuesday morning following so that an inordinate amount of sight-seers would not impede excavation efforts, or cause traffic or other logistical problems at the site.

The media results were as follows: We were covered by four

regional television news programs on Monday evening. We had next day coverage from three radio stations: one local, one regional and one Southern California station which had picked it up off the Associated Press Wire and called us. We had next day articles in four daily papers, including two big city papers. We also had one local paper cover us because they picked the story up off the UPI line and called for data even though we had contacted them previously. After calling the wire services with a press release, and both of them carried excellent and relatively long (AP 9.5 column inches, UPI 8 column inches) stories. Most of the newspapers not only gave us an initial article, often on the front page, but in addition gave us a full page spread as a follow-up, and local papers included lots of pictures. Undoubtedly due to the UPI and AP coverage, we heard later that Paul Harvey used the story on his morning radio newsprogram which is broadcast nationally.

Local newsletters, especially those of avocational societies not only documented the complete history of the project and wrote current articles, but also reprinted almost all of the published media articles. Video tape of the excavation and the subsequent video newscasts were shown at the local society meetings.

In evaluating the results of our media blitz, we found that one of the hardest things to bear throughout the process was the over simplification of the archaeological data, concepts, and history of the site. Concepts and data were reduced for the media who would then further reduce them. We wound up, in some cases, with such basic concepts as: archaeology is interesting, archaeology is good, Scotts Valley is old, and some people think it is important!

It was interesting that while the same basic facts about the process, personnel and archaeological data were given to all, the results were different from one report to another even in comparable media. The extensive background reports (thirty plus pages) seemed to have been most useful to members of the local Archaeological Society who acted as staff at the dig and were used by only one newspaper reporter. Most media people did not utilize them.

We would suggest that no more than a 1 or 2 page summary be presented as news releases, even a large and critical events such as this one. The amount of time we had to spend meeting and educating local politicians and dignitaries (some of whom were doubtful and hostile) as well as the various media representatives totalled 24 intense hours in one weekend. Having media lists and contacts on file was time well spent in advance.

Figure 2: Rob Edwards at CA-SCR-177 Scotts Valley, California with Jeff Richmond of Channel 11 News, San Jose.

All in all, we were quite pleased with the public education that occurred through the media. Except for one negative personal opinion column in a local newspaper, the response was positive about the data, the process and the people involved. Letters to the editors of the local press were written to counter that one negative column and to also correct some errors of omission. A positive "thank you" format was used. So what was the public response to the media's portrayal of the situation? Locally, a real impact was made toward convincing The Scotts Valley Community, and the town's political leaders in particular, of the importance of the site, of the data recovered, and that the goals of the Santa Cruz Archaeological Society were positive and beneficial. Perhaps the most immediate and telling feedback we got was the following quote from the Mayor of Scotts Valley to the volunteers after buying them $20 worth of beer that night after the "dig" was over:

> "I'm still not sure <u>why</u> what you all have done is important, but your work has convinced me that it must <u>be</u> important and I thank you for your efforts."

Now three years later three ordinances dealing with cultural resources have been adopted by Scotts Valley.

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Historic Landmarks Preservation Ordinance

Archaeological Resources and Sites Preservation Ordinance

Cultural Resource Preservation Commission Ordinance

SURVIVING THE SECOND BATTLE OF THE LITTLE BIGHORN: METHODS OF EFFECTIVELY DEALING WITH A MEDIA BLITZ

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The Battle of the Little Bighorn, or Custer's Last Stand, has been an enduring American legend almost since that fateful day of June 25, 1876. The near mythological proportions the story has assumed, have recently combined with the popularity of archaeology resulting in an international media blitz which overshadows the press coverage of the original fight. That media coverage, and how the project attempted to deal with the overwhelming press interest is the subject of this paper.

It is not the purpose of this paper to analyze the content of the press coverage. It is enough to say that some was better than others. Apparently, no matter what is said in an interview or how it is phrased someone can misquote, misconstrue, misrepresent, and sensationalize anything. Unfortunately, archaeologists will never be able to completely control what the press makes available to the public about the profession, but what is given in an interview, as well as how it is phrased, should be carefully considered.

Neither is it the purpose of this paper to espouse a goal of using the press to further project aims or to achieve institutional or personal recognition. The relationship of the press to a project is best established by the project management team at the inception of the project. It is enough to note the romance of archaeology, undeserved as the moniker may be, draws an interested public and press to a site. It is that interest archaeologists must be prepared to meet if we are to expect realistic and adequate press coverage of our profession's work. It is that preparation which is the focus of this presentation.

From the inception of the Custer project the press interest in the work was unflagging. At the beginning of the project we recognized that some organizational structure was needed to effectively deal with the press attention. This paper will trace the system used, how it evolved over two years, present an evaluation of the success of the venture, and finally suggest means by which other archaeological projects can deal with media attention.

A potentially tragic wildfire in August, 1983, virtually destroyed the vegetation on the Custer Battlefield National Monument located near Hardin, Montana. Superintendent James Court recognized a fortuitous opportunity arising from the fire.

He realized with the vegetation gone a unique opportunity existed to commence an archaeological inventory of the battlefield. Richard Fox (1983) initially assessed the potential for archaeological remains and immediately became the subject of international media attention. As Fox's reconnaissance report was being reviewed by the Park Service for the potential for further work, the press continued to ask many questions. When the decision was made to expand the project to a full scale inventory with limited excavations it was recognized that a structure to deal with the press had to be developed and implemented along with the more traditional components of an archaeological project (e.g. research design, logistics, analytical procedures, etc.).

The original research design and work plan (Scott 1984) addressed that specific concern. It suggested that the Superintendent appoint an individual from the park staff to serve as a press coordinator. The role of the coordinator was to brief the representatives of the press prior to in-field interviews with the archaeologists. The coordinator was to brief the press on the project status, findings, and was to handle telephone calls from the press. The intended coordinator's role was to minimize disruptions to the fieldwork schedule and to the archaeologists charged with the project's supervision. In order to facilitate the flow of information to the coordinator a daily meeting was planned to brief the Superintendent, the coordinator, and the interpretive staff on current finds and work areas scheduled for that day.

Once the field operations actually began in May, 1984, a literal media blitz descended on the project. The Superintendent, who decided to assume the coordinator role, spent approximately 40% of his time dealing with the press and the project principles (this author and Richard Fox) spent about 20% of their time conducting interviews with representatives of the press.

Daily briefings proved very valuable as they were used to prepare the coordinator for that day's press contacts as planned. In addition, information was incorporated into the park's daily interpretive program. The coordinator kept notes on the briefing and from them developed a "press release". The release was given to the press, but it was also given to the staff interpreters and was posted on the door of the visitor center. This daily posting and incorporation of data into the interpretive program had several valuable spin-offs. The release was seen by most visitors as they entered the visitor center and this spawned many questions for the interpreters. This resulted in organized and well supervised guided tours to the archaeologists' work area. The visitors seemed to enjoy these tours, which were usually filled to capacity.

In cases where the archaeological team was working in an accessible area, visitors would congregate at these locations (Figure 1). Either a ranger or one of the volunteers was detailed to give impromptu talks on the course of the work (Figure 2). This also proved to be an eminently successful endeavor.

The positive personal interaction between the team, the interpreters, the visitors, and the project's public visibility is credited with a 20% increase in visitation to the Monument. An added benefit to the increased visitation and the publicity surrounding the project was a 150% increase in sales at the battlefield association bookstore. Since the association had funded a majority of the project, the archaeology was in a sense paying for itself.

During the first week of the project, we quickly recognized that the press not only wanted to see and record the field work in progress, but they wanted to see and photograph artifacts as well. In order to avoid disturbing in-situ finds to accommodate photographic needs a "Press Box" was devised. The Press Box included a representative selection of the artifact classes recovered with an emphasis on particularly visual or interesting items. The Press Box proved to be an invaluable tool as the majority of reporters wished to photograph artifacts as a visual aid for their story. The Press Box also proved useful in avoiding time consuming delays in searching through boxes of artifacts to find that certain one which was just right to illustrate the story. The reporters accepted the need to avoid disturbing in-situ finds or shuffling boxes of artifacts about and were willing to accept the Press Box as a representative sample.

It is difficult to impress upon the reader how much the press can inconvenience the project or one's personal life. A quantified figure of 20% of one's time does not accurately reflect the headaches which go with the job. It is very disruptive to have to chat with a reporter during lunch, have your dinner plans upset by further interviews or by having the artifacts photographed in the soft evening light, and having to be at your best at dawn for a television interviewer who wants to catch the reflected morning light from Custer's burial marker. There are compensations, of course, to being involved in a visible project, but they are not always immediately clear when you are trying to manage a complicated project and smile for the camera at the same time.

Once the field portion of the project was completed in June, 1984, it was assumed the media interest in the project would wane, as seems to be the case when an archaeological project enters the less visual analytical phase. It was also assumed that what press attention might present itself could be handled

Figure 1. Visitors Congregate to Observe the Archaeological Excavations.

Figure 2. Impromptu Talks By Park Rangers and Project Personnel.

on an individual basis without the need for a formal structure. The number of contacts slowed but the interest did not subside. As many as 15 contacts were made in a week by this author with an average of three non-field contacts per week. The time spent by project personnel with representatives of the press averaged 2 1/2 hours per week. While the amount of non-field time spent on media interviews was not inordinate, it did cause some predictable problems. The foremost problem was the interruption of the daily routine and a loss of continuity in the train of thought process. Essentially the press contacts caused down time. The amount of productive work time this cost the project is not yet quantifiable.

It should be clearly pointed out that while the press contacts were occasionally burdensome and annoying, the majority were genuinely interesting. Media interviews, particularly those of a national or international type, were a morale builder and were clearly ego satisfying. One obvious benefit to the interest in the Custer Battlefield Archaeological Project has been the promotion and further popularizing of Historical Archaeology.

When the possibility of a second season at the battlefield became a reality it was decided a more effective means to cope with the press on-slaught had to be devised. The solution to the problem came with the creation of a full-time volunteer press coordinator position. Aside from the park staff and the project principles (the author, Richard Fox, Melissa Connor, and Dick Harmon) all other project players have been volunteers. As had been the case with the Custer project from the beginning, a qualified volunteer was not difficult to find. Warren Barnard of the Journalism Department of Indiana State University became the press coordinator for the second field season (Figure 3). His particular role was to screen all press contacts, direct interviewers to the appropriate principle, develop stories on each volunteers's participation in the project for their hometown newspaper, and act as general spokesman for the project. As envisioned, the press coordinator would be informed on a daily basis of the status of the project or more often, if necessary, as in the case of a particularly important field discovery. He would handle the routine briefing of the press, answer typical questions, and minimize the disruptions to the field archaeologists routine.

As is the case with most field projects, the actual events required deviation from the planned scenario, however, the role of the press coordinator worked well. The coordinator did handle many of the day-to-day telephone contacts, thus avoiding most of the disruption to the on-site project supervision. The coordinator also gave background briefings to the press before they interviewed the principles in the field. This did result in substantial time savings to in-field personnel.

Figure 3. A Project Press Coordinator, Warren Barnard, Was Invaluable to the Success of the 1985 Field Season.

The role of coordinator was not without its pitfalls, and several valuable lessons were learned in the process. The largest obstacle to overcome was the clarification of the role of press coordinator to the park staff, the volunteers, and even to some of the press. This was particularly true of the local press with whom we were on a first name basis, because of the previous field season's press exposure. The coordinator joined the project in the field only a day before the field work began. Even though telephone calls and letters had been exchanged, and the coordinator was very knowledgeable in the site's specific history, he was relatively unprepared to deal with archaeology. Essentially, he lacked the necessary background in archaeological method and theory to be effective from the first day. As he gained that background his performance, from the archaeologists point of view, improved. It should be clearly pointed out here that many problems were due to the lack of background, a fault which lies with the archaeological team and not the coordinator.

There were also undercurrents of dissatisfaction with the coordinator among the volunteers. This dissatisfaction was an out-growth of the volunteers view that the coordinator was not working his fair share. The volunteers were not aware of the difficulty of the role of coordinator. Anyone who has produced a report knows how time consuming it is to "get it on paper". The fault here was one of lack of clearly defined roles and a lack of communication between all parties. Again that fault can be placed with the archaeologist responsible for managing the project.

As the role was clarified the function and operation became smoother and worked effectively. It is obvious the role of the coordinator needed to be more clearly defined and re-enforced not only to members of the press but to project participants as well. No matter what the pitfalls, the presence of a press coordinator added to the project's success. The coordinator did become a focus of press attention and served to funnel information to the archaeologists and the press alike. The coordinator was clearly a time-saver as far as field operations were concerned, and, as he was a professional journalist, reporting to the public improved as he became more familiar with the method and theory of historical archaeology.

The role of press coordinator has proven to be an extremely valuable asset to the Custer Battlefield Archaeological Project. The visible nature of archaeology and the demonstrated public interest in archaeology makes almost any project a candidate for press coverage. Any project which expects to deal with the press should identify one person, either from the project staff or host institution, to be a press contact. That person, who should be well versed in the goals and methods of the project, provides a single point of contact for both the project and the press to which information can be funneled. Continuity is also important

both from the project standpoint as well as from the press contacts, as this will minimize the potential for inaccurate information exchange. This requires that the designated press coordinator's primary duty should be dealing with the press. In highly visible projects, this duty can become nearly fulltime. It is important for the sake of continuity and veracity with the press that the contact person's other project duties be incidental to the role as coordinator.

Besides designating a member of the project staff as coordinator, there are other options for finding a press contact person. For highly visible projects, create a full-time position as coordinator. If a full-time position is warranted the project could hire a professional journalist as a spokesperson. If the project budget will not permit this option there are alternative means to the same end. First is the volunteer method, used by the Custer project. The project can recruit a qualified volunteer who is interested in archaeology and/or journalism. In the Custer case, the volunteer was a journalism professor at a major college. His interest in Custer stemmed from his own interest in writing a biography of the only reporter to accompany the Seventh Cavalry to the Little Bighorn. Another option would be to recruit a student intern from a college journalism school. The intern could be paid part-time and/or earn credit hours toward their degree. This option has been implemented by the University of Nebraska Department of Anthropology for their work on a series of archaeological projects. Depending on the project's needs for a press contact, any of the options are viable and have proven themselves very useful in different contexts.

No matter which option a project may choose to implement many projects will find a press coordinator essential if the staff is to be able to focus on and complete their expected duties. There are four essential elements to having an effective media program which are outlined below.

1. Background -- The coordinator should meet with the project staff before the project begins. He should be well-briefed on the project goals and constraints. He should be particularly aware of sensitive issues and be briefed on how to handle questions related to those concerns. The importance of an early meeting is the opportunity to form a clear understanding of project goals and form a working relationship with the principles.

2. Press Packet -- Prior to beginning the project the coordinator should, in concert with the staff, develop a press packet. Ideally, this should include a history of the project, a map of the project with archaeological emphasis areas clearly marked, a background sheet on earlier or related archaeological projects, short biographical sketches

of the appropriate project staff, and if hometown coverage is wanted then a data sheet on project personnel including paid staff and volunteers.

3. Space -- An appropriate and designated work - space should be provided for the coordinator so that contacts with the press can be made, stories developed, and interviews conducted in a professional manner while minimizing disruption to the daily routine. The coordinator may also need a typewriter or word processor and a telephone dedicated to his use.

4. Other Duties -- Any additional or expected duties or responsibilities should be spelled out to the coordinator and agreed to by all parties in advance.

In addition, many projects will find it useful to develop a Press Box. The box should contain a representative sample of the artifact classes being found and/or unique or interesting items. Secure storage space is also needed for the Press Box. The coordinator either needs to be well briefed on the interpretive potential (and proper handling) of the artifacts or he must have ready and unrestricted access to project personnel who can explain its contents to the press.

Any project can have good press coverage when potential contacts are planned in advance. The press can be very helpful to a project in bringing it to the public's attention. New sources of information may come forward, as well as more help from interested parties, and archaeology can be placed in the public eye in a favorable light. The role of the press in archaeology should be to disseminate accurate information on the project goals and findings to the public who ultimately supports our work. A positive image can create a positive feedback situation with that very large and unquestionably interested group -- the public-at-large.

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EXHIBITING ARCHAEOLOGY

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Once archaeologists have decided to do public archaeology there are a variety of routes they can take to reach their goals. If they are not connected to a museum in some way, making that connection will be an advantage. Once the connection has been made, opportunities for contact with the public multiply. Museums are public oriented and employ people who are experts at reaching the public. By combining the expertise of archaeologists with the knowledge that museum staff possess of audience, exhibition, and interpretation, public outreach can be made more effective.

In this paper, I will not discuss the merits of public archaeology. Rather, I will describe one successful partnership between archaeologists and museum staff. This description can be used to illustrate a few points concerning the usefulness of this type of partnership.

It can be difficult for museum staff and archaeologists to find the time to work together on a public archaeology program, particularly ones orientated toward students. Just as the field season is winding down, the school year is beginning. For museum education programs, this is one of the busiest times of the year. This was the case at New Mexico State University. During the summer many of the archaeologists were out of town. During the rest of the year museum staff were busy with school tours and visits. Yet together, we were able to develop a suitcase exhibit for classroom use.

The initial idea and planning for the exhibit was developed by the museum's educational coordinator and a graduate student in the public history program. General ideas, concepts, and materials were listed. A few informal meetings with the museum director, the educational coordinator, the graduate student, and various archaeologists narrowed the list to several specific goals, concepts, and materials.

As in other parts of the country, potting of sites, particularly historic sites (because many of the artifacts are considered collectibles), is a serious problem in Southern New Mexico. In addition, there is little appreciation in the community for what professional archaeologists can accomplish. We hoped that this exhibit would help to educate the public, and young people in particular, about the problems of pot hunting and

the value of systematic data retrieval.

The exhibit was designed to include a vocabulary list with definitions and slides. A set of archaeological tools consisting of trowels, screens, measuring tapes, munsel soil chart, bags, bucket, dust pan, whisk broom, and shovel accompanied the exhibit. Four "Sites in Boxes" containing gravel, potting soil, vermiculite, sand, and miscellaneous unprovenced, local, historic and prehistoric materials from the museum's collections were also built. Finally, figures of stratigraphy and maps taken from contract reports were included. An interpreter supplied by the museum accompanied the exhibit to classrooms over a period of one to three days. This interpreter presented and explained the uses of archaeological tools, emphasized the importance of controlled excavation, the recording of data, the necessity of having a research design, showed slides of real sites, and explained and supervised the use of the site boxes.

After this presentation, students "excavated" the site boxes in groups. The class then discussed archaeology and pot hunting as well as site formation and interpretation. Whenever possible, a trip to a local current excavation was arranged.

It took over three months for the basic exhibit to be created. Other items such as slides, posters, and artifacts are still being updated or changed (common in any museum education program). Vocabulary lists and explanations of methods and theory were provided. These were given to one of the archaeologists in the Department of Sociology and Anthropology at New Mexico State University for revision. During one short meeting between the educational coordinator and the archaeologist, the final versions were agreed upon. This procedure provided the interpreter with useful explanations for terms and ideas for 6th and 7th grade levels.

Artifacts were selected from the museum's collections and identified by various contract archaeologists. The artifacts were arranged in the boxed sites to represent historic, prehistoric, and disturbed components. Vermiculite, potting soil, gravel, and sand were arranged in the boxes to show stratigraphy.

The center of the exhibit was the "hands on" experience of excavation. Students working in small groups mapped the surface artifacts and drew profiles of the site using a plexiglass window in the boxes to see the soil layers. They then divided the site into four 1 square foot units using a ruler, masking tape, and string. They excavated the sites one unit at a time using trowels and hand held screens. Dirt was sifted into garbage bags for reuse. Artifacts were recorded and bagged by the students as they were discovered. When the sites had been completely excavated, the students wrote one-page interpretations of what

had occurred to create the artifact distributions they had uncovered. The vocabulary lists were used by teachers in weekly spelling tests as well as in written assignments to reinforce the concepts taught during the slides, lecture, and excavation.

The "Sites in Boxes" program has been successfully used with an estimated five hundred 6th and 7th graders of Las Cruces Public Schools over a period of three years. The reason why these grades have been visited is that the state curriculum of New Mexico covers Old World Prehistory in 6th grade social studies, and prehistoric New Mexico is one subject covered by the 7th grade social studies program. From the responses of teachers and students who have experienced our program, it seems that we have not only achieved our goals of informing the public about pot hunting and archaeology, but also encouraged interest in the local past and provided some understanding of local historical processes.

The success of this program would not have been ensured without the cooperation between museum staff and archaeologists. This cooperation was possible because it did not require lengthy, numerous, or large meetings. The few meetings held were informal and none lasted more than one hour. While the fact that the museum and the contract archaeology offices were in the same building and part of the same department facilitated discussion, most of the written materials were developed at the appropriate grade level by museum staff, sent through the mail to archaeologists, and then revised by the archaeologists and returned by mail. This process sometimes took several rounds before a final product was agreed on, but rarely did it take more than two meetings. This allowed both archaeologists and museum personnel to work on the program at the times most convenient for them. By beginning the project in January, six months before we wanted to use it, we were able to work around particularly hectic times at the contract office and museum. It was important that the process included both museum members and archaeologists. Because the program was to reach young people, an awareness of appropriate reading levels and curriculum supplied by the educational coordinator allowed the ideas and information of the archaeologists to be understood by the targeted group. Of course, without the archaeologists, the museum would not have had the ideas or information to transmit.

Educating the public about archaeology and archaeological resources is a concern of archaeologists for many reasons. The how-to aspects of this problem can be difficult. Museums employ professionals who may be able to solve how-to reach a particular audience, how-to publicize and best use the program, and how-to create attractive exhibits.

AFTERWORD: DISCUSSANT'S VIEWPOINT

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"In theory, it works this way: You -- the person or group with a story idea -- write a clear, concise press release and send it to 'assignment editor'....

"Then, the theory continues, the assignment editor judiciously considers the various press releases and phone tips that have accumulated that day. Each worthy story is covered; if not that day, then the next. You get what you deserve, says the theory. If you don't get covered, you deserve nothing.

"Theories are useful for figuring out how to split the atom. Theories don't have a whole lot to do with how news gets covered." (William Rodarmor, People Behind the News, Media Alliance, 1985).

These six archaeolcgical success stories share several techniques which make every news story easier to produce and cover: Advance planning, coordination, and the assistance of a public relations professional.

The reality of Rodarmor's theory is that city desks, assignment editors, and editors are deluged by press releases and phone requests. Advance planning, and coordination can expedite this system as each of these project leaders found.

Press releases often haphazardly land on the right desk and receive prompt action. We should all be so lucky. Many good stories are thrown out because they arrived too late, were sent to a reporter on vacation, someone screened the information and missed the local angle, your preplanned event occurred just as City Hall burned down, or the intriguing story became an enervating news release.

Fortunately, as Ron May points out, archaeology intrigues and most projects will merit some media coverage. It is refreshing to see most authors in this publication urge the assistance of a Public Relations Specialist. Successful public relations people know the right media people to approach for special programs. Their news judgment will be reliable and perceptive. Each of these archaeological success stories, including Pauline Darcy-Staski's on public education, demonstrate how well two professions such as archaeology and public relations work together for mutual benefit. This respect and coordination is essential.

Each mention methods of attracting attention to the archaeological projects and some offer ideas on gimmicks. Special events, such as news conferences, tours, features on personnel working at the site, and show-and-tell of results are often well received by the media.

Gimmicks... well, yes they sometimes work to the desired end. But ask yourself what the cost is to archaeology when it's diminished by a gimmick or trick to gain attention.

Archaeology does intrigue. Media visits to each of these projects reaped several articles from each publication...an envious record for any public education activity. Most reporters, as May as found, look for topics that lend themselves to more than one story or more than one market. Careful advance planning has provided credibility to archaeology, tweaked curiosity, and has a "long shelf life" as a story line.

Here are a few other suggestions which may serve the archaeologist in the field.

- Remember: Editors assign. Reporters and producers suggest.

- Have your facts together to support your claim. Use one spokesperson.

- Do your homework. When someone says "I saw your report on 'X' dig," you are likely to remember that discriminating individual. Journalists are prone to the same reaction if you tell them you saw one of their stories.

- Develop a media strategy. Know the media. Compare coverage of a story on TV, radio, and in newspapers.

- Say it simply. Jargon gets confusing and often leads you to think, "I was misquoted."

- Keep up the hard work. One 'no' from an editor doesn't mean you don't have a good story for another publication or another angle for that editor.

- Develop a good mailing list. Always have the city editor for a daily newspaper, the editor for a weekly paper, and the assignment editor for TV and radio on the list. Don't use their names. They may be on vacation or changed jobs. Do send material to favored reporters on your list AND to the editor, and to your financial backers.

- Use assignment memos as well as news releases. For example, for a planned event send a news release two weeks before and an assignment memo which has who, what, when, where in a few lines and the news release (again) the week before the event.

- Local newspapers may have developed a "Stylebook" for organizations which submit material to the paper. Ask papers public relations offices if a handout exists or if they have any suggestions.

It is refreshing to learn of the on-the-job training each of these projects have given. For instance, Comer and Kelly have found that archaeologists can work with the media around. Without a doubt, the media gained a new degree of respect for the archaeologist by being on site and this understanding is reflected in their articles.

Most news media have been on complicated, dangerous, and sensitive sites probably more than any of us. They understand a worksite may be fragile. Advance planning and description to the media and to whomever else visits the working site or sensitive area will reinforce the uniqueness of the project. It should save the project spokesperson from working with the media as an adversary. A good attitude, as Kelly suggests, is all important.

Change the spokesperson for a project if defensiveness with the visitors, including the media, should begin to cloud the story. The spokesperson can reinforce respect and trust among professions and should not show frustration or appear to be withholding anything without explanation.

Scott suggests that "archaeologists will never be able to completely control what the press makes available to the public about the profession." Let's hope not.

Control is a dangerous word and brings to mind regimentation and the loss of public interest in forming opinions. For example, if Comer, May, Darcy-Staski, Orr, and Scott had tried to rigidly control the project site, volunteers for other local projects may not have been so forthcoming. The work may have seemed so intensely profound it could never be intellectually stimulating and, yes, even fun.

Instead, advance planning, coordination, openness, and enthusiasm led to a groundswell of community and national support and understanding.

The Baltimore Center for Urban Archaeology
Research Projects

Clagett Brewery - Excavation of a late-18th century brewery and house located along the lower Jones Falls.

Oliver - Johnson Square - Excavations on the old Philadelphia Road resulting in no cultural remains.

Gwynns Falls Relief Interceptor Sewer - Survey and testing of the Dickeyville/Franklin Mill Complex using remote sensing techniques to locate foundations of an 19th century woolen mill.

Orchard Street Church - Excavation at a Black historic church resulted in no trace of an earlier wooden structure.

Albemarle Rowhouses - Excavation of six late 18th-19th century rowhouse basements and backyards with domestic and personal remains located.

Mount Clare Mansion at Carroll Park - Historical and archaeological investigations of an orchard, orangery, kitchen, office wing, forecourt and bowling green for the restoration of an 18th century Georgian plantation.

Back River Waste Water Treatment Plant - Several surveys recovering primarily prehistoric material outside of the city limits along the Back River.

Dickey Hill Forest - Archival research on the location of a 19th century cemetery.

Cheapside Wharf and Docks - Excavations of 18th century commercial docks near the Inner Harbor.

Roland Park Place - Historical, archaeological, and architectural investigations of the 19th century Greenway Cottages.

Peabody Center Archival Report - Historical Research of the block including Waterloo Row of 19th century upper class urban development.

Northeast Extension of the Baltimore Metro - Archival and Historical Research including title and tax data for five blocks along the lower Jones Falls.

Mercantile Safe Deposit and Trust Company - An Archival study and subsequent field work on a parcel within the financial district of Baltimore.

Herring Run 1 and Powder Mill 4 Retrofit Station Survey - a shovel test pit survey locating no cultural resources in an area near the Herring Run and Powder Mill Creek.

Market Center Archival Research - Historical research including tax and title research for several lots in Howard's Addition in the 'garment' district of Baltimore.